

An image display apparatus includes a display having data holding function, a vertical drive circuit sequentially and selectively scanning matrix form display elements, and a horizontal drive circuit writing a voltage among binary voltage preliminarily assigned depending upon the digital data of the image signal. The horizontal drive circuit and the vertical drive circuit are operated for performing selective scan of respective display element for at least  $m$  times in one frame period. The vertical drive circuit is constituted of  $n$  number of sequence circuits and logic operation circuits for outputs of the sequence circuits, where  $n$  is smaller than  $m$ , a period from inputting to the sequence circuit to outputting from the final stage being less than or equal to half of one frame period, and at least one of the sequence circuits being used with selectively inputting a plurality of inputs.